

**IN THE CLAIMS:**

Please amend the claims as follows (all claims listed):

1. (Canceled)

2. (Currently Amended) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

comparing the ranked index data of the given information unit to the content data of the candidate information unit; ~~and~~

~~selecting~~ selecting the candidate information unit for linking to the given information unit as a function of said comparing the ranked index data of the given information unit to the content data of the candidate information unit;

sending a link to the selected candidate information unit to a user computer.

3. (Previously Presented) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by

searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically comparing the ranked indexed data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the ranked indexed data of the given information unit to the content data of the candidate information unit.

4. (Original) The method of claim 3, further comprising:

after determining the content data of the candidate information unit, placing the candidate information unit in a look-up tree according to the content data of the candidate information.

5. (Previously Presented) The method of claim 4, wherein:

automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit comprises traversing the look-up tree.

6. (Original) The method of claim 4, wherein:

the structure of the look-up tree includes the content data of the candidate information.

7. (Original) The method of claim 4, wherein:

the given information unit is available on the Internet.

8. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

incorporating the content data into the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

9. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

linking the content data to the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Previously Presented) The method of claim 3, wherein:

the given information unit includes a page of content on the World Wide Web.

14. (Previously Presented) The method of claim 3, wherein:

the candidate information unit includes an advertisement to be displayed to a user.

15. (Previously Presented) The method of claim 3, wherein:

determining a content data of the given information unit further includes:

selecting a keyword;

counting a number of occurrences of the keyword; and

ranking the key word according to the number of occurrences of the keyword.

16. (Currently Amended) A method for selecting a chosen information unit comprising:

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine ~~at least one of~~ a component coupled in said user computer system ~~and or~~ a software program loaded on said user computer system; and

selecting a chosen information unit as a function of the user computer system data.

17. (Previously Presented) The method of claim 3, further comprising:

accessing a user computer system through a user Internet connection;

querying the user computer system to determine a user computer system data; and

returning the user computer system data through the user Internet connection;.

18. (Original) The method of claim 3, wherein:

the given information unit includes a user-input information.

19. (Original) The method of claim 14 further comprising:

obtaining a user-input information; and

incorporating the user-input information into the content data of the given information unit.

20. (Canceled)

21. (Previously Presented) An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for selecting a candidate information unit for linking to a given information, the method comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit

as a function of said step of automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit.

22. (Previously Presented) A method for selecting a candidate information unit for linking to a given information unit comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine at least one of a component coupled in said user computer system and a software program loaded on said user computer system;

determining a content data of the candidate information unit;

comparing two of a ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said comparing two of a ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit.

23. (Original) The method of claim 4 wherein:

the candidate information unit includes an advertisement to be displayed to a user.

24. (Original) The method of claim 4 wherein:

the look-up tree includes at least one folder and at least one sub-folder.

25. (Previously Presented) A computer system comprising:

a server;

a given information unit;

a candidate information unit coupled to said server and said given information unit, said server adapted to

determine a content data of the candidate information unit,

automatically determine a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data,

automatically compare the ranked index data of the given information unit to the content data of the candidate information unit to create a comparison result; and

link the candidate information unit to the given information unit as a function of the comparison result.